

(Lesson 10) Is Your Story Unique Enough To Do You Justice?

Hello there, you unique and wonderful misfit.

We've hopped, skipped, and jumped past the halfway stage in this Free Course, and this email finishes up the **Creating Stage** of the journey. I love creating stories, and hopefully your own brand story is beginning to take shape. I can tell you're excited to share it with the world, but before you do, you must ensure your story's unique enough.

Over the last few lessons I've asked you to look at a lot of other websites. For the most part, there's not much left to invent these days. It's less about reinventing the wheel, and more about making it better, more attractive, and exciting enough to stop people in their tracks.

This is what Apple do, who haven't invented anything... ever.

Facebook didn't invent social media. Dozens started before them, but they happened to do it in a way people desired.

Oh yes, I encourage you to take inspiration from others, and search the internet for ideas, but it's imperative you add your own twist at all times. This is about YOUR story after all, so it has to be unique and do your awesome self justice.

So the question is: *is what you have so far, good enough?*

IT'S ALL ABOUT YOU, KID

The trend of sharing stories within a business context continues to grow, which excites the heck out of me. Chances are, you signed up this Free Course because you heard how beneficial Brand Storytelling is. It is amazing and full of awesome potential, but an area thwart with danger (of course, *you already know this because you've delved MUCH deeper than 90% of folk*).

As I mentioned a few lessons ago, one of the first things I do when I come across a brand I like is check their About Page. When I stumble across a website and see the words 'Our Story', I smile. It's serious good times, but my-oh-my do I slam my fist against the table and bite my bottom lip far too often.

Why? **Because they embrace Brand Storytelling by name, but not by nature.** Of course, you aren't one of these. You've taken the time to sign up to this course, and you continue to read my emails. You're taking the process seriously, but it doesn't mean you're immune. It's easy to see what other people do, and get seduced by the bright and fancy lights. It's easy to find something you like, and subconsciously copy it... *like a dirty little copycat*.

I do it. You do it. We all do it. Excitement takes over and we taint our hard work by trying to replicate another. You must fight this, and it's time to get back on the right track and ensure this story remains **YOURS!**

THE VALUE OF YOU

Today's extra offering comes in the form of a video from moi. It's a video where I share **The Value of You**, and remind you how special you and your UVP (*unique value position*) are.

>> DOWNLOAD YOUR FREE VIDEO HERE <<

I sometimes visit schools and colleges to talk about the power of storytelling. I find teenagers fascinating, because they're so full of worry and excitement. If you've worked with teens before, or have a sulky child of your own, I'm sure you know about this volcano of emotions.

When I visit, I tell them this:

“You are special and unique, and if there’s one thing you should take from this talk today, make sure it’s this: Be Proud of Who You Are.”

Such a difficult thing for a teenager to comprehend, because there's so much on their minds - *and so many people telling them to do this, do that, and to follow one rule after another.*

The thing is, owning or managing a business isn't all that different. Everyone has an opinion on what you should and shouldn't do. There are so many paths to choose, and although you want to embrace who you are, you're afraid people won't like it or buy into it.

But if you want to craft a Brand Story that matters... that your VIPs remember... that genuinely affects people... it has to be true to YOU.

You have to be proud of who you are and what you're building, and

fight through the fear and confusion and indecision. You have to ensure what you create remains true to what you discovered (*those many emails ago*). No matter what it ends up looking like, if it's about YOU, it'll work.

If it strays off course and looks fancy but meaningless, it won't.

YOUR CHALLENGE, SHOULD YOU CHOOSE TO ACCEPT IT

If you've already watched the video, you'll know what your challenge is, for I mention it towards the end. If not, I suppose part 1 of your challenge is to watch it. Go ahead, you crazy-ass misfit. I dare you. I dare you to watch the heck out of it.

The second part of your challenge is to do the following:

1: Create a Facebook Status and TAG me by starting it: "Matthew Turner, I'll ensure my story remains my own, by..."

2: If you haven't befriended me, and can't TAG me, fix this horrendous wrong by **clicking here**

3: Tell me one thing you're going to do - *and that scares you a little* - that'll ensure your story remains YOURS

For example, I may say "*I'll ensure my story remains my own, by wearing a purple bow tie to every event, no matter how big or small*" Or "*be honest and transparent at all times, and share an in depth monthly income report*"

That's it, and I cannot wait to read your awesome statuses. Not only will I reply and share my thoughts, but doing something like this keeps you motivated and on track. You're stating something to the world, and laying down the gauntlet. Once something becomes public knowledge, taking action becomes much easier :)

Speak soon, TURNDOG

- - -

PS: I'm so excited to share this Course with you for FREE, and it makes me all warm and fuzzy when I think about all the people on this journey with me. It's FREE and will remain this way forever, but to give you an idea into the time and effort put into this, I spent around 100 hours working on it. As such, I encourage people like your good self to **Leave Me a Tip** if you find value in what I share. No pressure or expectation, but if you can spare a few dollars and help me keep doing what I love, well, I'll remain a happy-chappy indeed :)